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Ivry-sur-Seine, 12 January 2011

## **Jean-Pierre Champion is named General Manager of Fnac France**

Alexandre Bompard, Chairman and Chief Executive Officer of Fnac, appointed Jean-Pierre Champion as General Manager of Fnac France, in charge of all operations (stores and website).

Jean-Pierre Champion, who joins the Management Committee and Executive Committee of Fnac, will take up his duties on 15 February 2011. He will replace Fabien Sfez, who joins PPR as Group's E-business Director.

*Alexandre Bompard stated: "I want to thank Fabien Sfez for the tremendous job he has done in France and on the website, Fnac.com, enabling Fnac to consolidate its position in recent years. I have picked Jean-Pierre Champion for his retailing experience in a context of convergent digital technologies and the digitalisation of editorial content. I believe his successes, especially in implementing multi-channel client experiences, switching between physical sales outlets and the web, are key to addressing the challenges facing our brand. His profile and solid experience have convinced me he has the capacity to work with me in leading Fnac's development."*

### **Biography of Jean-Pierre Champion**

Jean-Pierre Champion, 50, has been Chief Executive Officer of The Phone House in France, a subsidiary of the Anglo-American group Best Buy Europe, for the past 5 years. He was previously Chairman of the Management Board, France, of Debitel AG, a subsidiary of the Permira private equity fund. Before that, he joined SFR in 2001 as Chief Executive, Professional and Enterprise markets, after spending 9 years with General Electric, in operational and corporate functions in France, the United Kingdom and Benelux. He began his career with CCMX, a software services provider. After university studies, he gained a DESS (advanced diploma) in economics and finance.

### **About Fnac**

Fnac, a subsidiary of PPR, is the leading retailer of cultural and technology products in France. It operates 148 stores (at 31 December 2010), 80 in France and 68 elsewhere in the world (Belgium, Brazil, Italy, Portugal, Spain and Switzerland). Its [www.fnac.com](http://www.fnac.com) website is one of the foremost BtoC e-commerce sites in France in terms of the public it reaches, with an average of 750,000 unique visitors daily. Fnac employs more than 19,000 people and reported €4,375 million in sales in 2009.

## **About PPR**

PPR has built up a portfolio of fast-growing global brands. PPR's mass market and luxury brands generated €16.5 billion in revenues in 2009. The group employs more than 73,000 people in 59 countries. PPR's shares are quoted on Euronext Paris (FR 0000121485, PRTP.PA, PPFPA). Discover the universe of PPR brands on [www.ppr.com](http://www.ppr.com): Fnac, Redcats Group (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman's Guide, The Golf Warehouse and its range of brands in the outsize market), Conforama, Puma, and Gucci Group's luxury brands (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney).

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